C2710-1

NEWSPAPER

Advertising Age

May 18, 1992

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Crain's International Newspaper of Marketing • In Two Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

INSIDE

Doug Goodman

Calvin Klein answers all those questions everybody's been asking. **Page 3.**

Tom Bachtell

Unemployed: One man's look at the ins and outs of job hunting in the agency business. **Page 20.**

Joe Fournier

Politics '92: How experts would position the candidates; four big Senate races in three big states. **After Page 36.**

Wieden in surprise revamp

Four younger partners named; Perot studies using shop in campaign

By Cleveland Horton

Wieden & Kennedy is quietly taking steps to assure the fiercely independent agency will avoid the clutches of any acquisition-hungry conglomerates.

At the same time, the Portland, Ore.-based shop apparently is being targeted by the presidential campaign of Ross Perot. Tom Luce, the longtime confidant of Mr. Perot who's heading up the Texas billionaire's expected run for the presidency, is known to be floating the Wieden & Kennedy name as possible advertising counsel to the effort.

But the agency's immediate concern is future succession and maintaining the agency's independence. To fend off any prospective takeover, Wieden recently added four new partners. All are younger than the founders and share the founders' vision for the agency's independence.

The agency's principals want to make sure that whoever heads up the agency after they leave won't sell it.

Both Dan Wieden, 47, president, and David Kennedy, 52, chairman, have stated they would never consider selling the agency to outsiders under any circumstances.

The four new Wieden partners are:

■ Bill Davenport, 33, executive producer. He joined Wieden in early 1986 following stints at Ogilvy & Mather and Burson-

(Continued on Page 59)

GM funnels $50M back to car divisions

First sign of Guarascio's place in new regime

By Raymond Serafin

General Motors Corp.'s new regime is beginning to shift marketing resources back to the operating divisions, starting with an estimated $50 million for tactical ad programs designed to give sales a quick boost.

The moves also give the first sign of where Philip Guarascio, executive-in-charge of corporate marketing and advertising, fits into the new regime.

On the tactical ad programs, GM divisions have been told that they will be competing with one another for the funds, say officials inside GM and its agencies familiar with the program.

"They're looking for opportunities to develop market share and sales on a relatively short-term basis," said one.

Insiders credit Michael Losh, who last month was named VP-group executive for North American vehicles sales and marketing, with finding the funds.

But the movement to increased brand support also apparently reflects attitudes held higher up. John F. "Jack"

(Continued on Page 59)

Whoopi Goldberg

CAA-backed Whoopi makes whoopee in new fall talk show

By Joe Mandese

What do Cher, Ted Danson and Robert DeNiro have in common?

Other than being clients of Creative Artists Agency, they will all be guests on "The Whoopi Goldberg Show," a new late-night talk show coming this fall starring yet another CAA client, Whoopi Goldberg.

That's not entirely coincidental. CAA has a substantial financial stake in the show, which is being syndicated by Genesis Entertainment. It's highly unusual for CAA to provide such backing for a TV show.

But the association with CAA, now making inroads in the ad agency business through client Coca-Cola Co., could prove a powerful asset in launching the new show in what's becoming an increasingly competitive, post-Johnny Carson late-night field.

Ms. Goldberg seems to have an edge on popularity, despite talk show competitors such as Jay Leno, David Letterman, Arsenio Hall, Chevy Chase, Dennis Miller and Rush Limbaugh.

Marketing Evaluations' TVQ ratings, the TV industry's standard for rating celebrities, rank Ms. Goldberg considerably higher than all the other late-night hosts.

But equally as important as a talk show's host is the

(Continued on Page 59)

Ueberroth names Holt to 'Rebuild L.A.' effort

By Bradley Johnson

LOS ANGELES—Peter Ueberroth last week named Dennis Holt, president of Western International Media Corp., to oversee the advertising and media campaign for Rebuild L.A., a program created by Mayor Tom Bradley to help this riot-torn city get back on its feet.

Mr. Ueberroth, head of the Rebuild L.A. program, met Thursday for the first time with the city's media and ad community to explain his ideas and solicit help.

"You can participate in a rebirth of a city center in America," he said to the crowd of about 100 people, including executives from TV and radio stations and about a half-dozen ad agencies who packed into Mayor Bradley's conference room to meet with Mr. Ueberroth.

Ueberroth

Agencies represented included general market shops Chiat/Day/Mojo, Venice, Calif.; Dailey & Associates, Dentsu and Mendelsohn/Zien, Los Angeles; Kresser/Craig, Santa Monica; and

(Continued on Page 58)

LAST MINUTE NEWS

Kraft to exit Burnett

CHICAGO—John. C. "Jack" Kraft, 50, last week announced his resignation as vice chairman-chief operating officer of Leo Burnett Co. and Leo Burnett Worldwide for personal reasons. Since January, Mr. Kraft has overseen Burnett's global business operations.

Bush mulls media buyers

LOS ANGELES—Western International Media Corp. is under consideration to buy media for the Bush re-election campaign. Western International President Dennis Holt last week confirmed he was contacted by the campaign. Robert Frank, president of SFM Media, New York, acknowledged a similar inquiry. Mr. Holt also confirmed he was contacted by another presidential campaign but wouldn't name the candidate.

A-B sweepstakes runs afoul

ST. LOUIS—Anheuser-Busch said too many second- and third-place winners

(Continued on Page 8)

NEWS SUMMARY

- **General Motors** is shifting an estimated $50 million in marketing funds back to its operating divisions. 1
- **Whoopi Goldberg's** new late-night talk show, to start in syndication this fall, is backed by Creative Artists Agency. 1
- **Whittle Communications** is restructuring and plans a new televised news service for doctors. 3
- **Crystal Pepsi,** Pepsi-Cola Co.'s clear cola drink, is off to a strong start in test markets, bottlers say. 3
- **Six movies** with big marketing budgets lead the parade of summer films looking to boost box office receipts. 3
- **Miller Brewing** has positioned its new advertising for Miller High Life toward the working-class market. 4
- **Publicis FCB** created a new European agency network. 4
- **Daniel Filipacchi** gains stronger control of Hachette following its merger with Matra in France. 10
- **Democratic Party** is running ads offering a prize for the best 30-second spot for its presidential campaign. 18
- **Bacardi Corp.** this week begins an $18 million print ad effort for Bacardi light rum. 24
- **Playboy Enterprises** has set up a custom publishing and database marketing division. 49
- **Xerox** will tie its marketing efforts to the Summer Olympics and the Expo '92 world's fair in Spain. 52
- **MediaOne,** an in-store marketing company, was acquired by Time Inc., which cited the growth of that segment. 55
- **Volkswagen** is harking back to its Beetle heritage in advertising for its newer models. 56
- **Norman Pearlstine** resigned as executive editor of *The Wall Street Journal* to become a media entrepreneur. 57
- **Tegrin shampoo** is being restaged by Block Drug Co. with a price-oriented advertising theme. 60

COMPANY INDEX

The following marketers, media and ad agencies received significant mentions in this issue of *Advertising Age*. (This list excludes Last Minute News, For the Record and other news briefs.)

Arnold Fortuna Lane 2
Bacardi Corp. 24
BBDO Worldwide 58
Block Drug Co. 60
Bohbot Communications 8
The Box 48
Cabot Communications 2
Cellular One 60
Conde Nast Publications 24
Creative Artists Agency 1
Walt Disney Co. 3
Fox Children's Network 37
Frito/Lay 26
General Motors Corp. 1
Genesis Entertainment 1
Hachette 10
Haller/Schwarz 58
Calvin Klein Inc. 3
Kresser/Craig 58
Martin/Williams 41
MediaOne 55
Miller Brewing Co. 4
New Line Cinema Corp. 8
Ogilvy & Mather 58
Paramount Pictures Corp. 57
Pepsi-Cola Co. 3
Pharmaceutical Distributors 18
"Playboy" 49
Prime Time Advertising 53
Privy Promotions 24
Procter & Gamble Co. 41
Publicis FCB 4
Quaker Oats Co. 12
Research Systems Corp. 41
Richards Group 60
Saatchi & Saatchi Advertising Worldwide 54
Levi Strauss & Co. 24
Summary Scan! 37
TDI 40
Time Inc. 55
20th Century Fox Film Corp. 3
Universal Pictures 3
Volkswagen of America 56
"The Wall Street Journal" 57
Warner Bros. 3
Whittle Communications 3, 48
Wieden & Kennedy 4
WLVI-TV 37
WPP Group 2
WTTE-TV 37
Xerox Corp. 52

DEPARTMENTS

Ad Review 60
Ad Test 52
James Brady 36
Brady's Bunch 42
Classifieds 50
Con-Sid-erations 28
Corrections & Clarifications 32
Rance Crain 36
Editorials 28
For the Record 55
Forum 30
Letters 32
MediaWorks 48
People Moving 41
Photo Review 44
Sales Promotion News 37
Special Report: Political Marketing ..... after 36
The Next Trend 30

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Vol. 63, No. 20—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except for a special issue the fourth week in September and a combined year-end issue in December) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy. $84 a year, $134 two years. Add $151 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to: Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

Is time running out for David Ogilvy at WPP?

U.K. businessman surfaces as possible new chairman

By Laurel Wentz

LONDON—Will the financial scrutiny now focused on WPP Group eventually result in the replacement of 81-year-old Chairman David Ogilvy?

The examination of WPP and its finances by the banks is now focusing attention on whether WPP needs a more active chairman than the legendary Mr. Ogilvy, who lives in a chateau in France.

One name that's been mentioned is Paul Judge, a U.K. businessman who became an outside board director of WPP last year and is also chairman of the Food From Britain group, a trade organization promoting British foods.

Mr. Judge is ranked by *The Sunday Times* as Britain's 230th-wealthiest person, with an estimated worth of $54 million.

"There is pressure for Paul Judge to take a more active role," said an analyst. He said Mr. Judge could be earmarked for the chairman's job.

Mr. Judge said being a candidate for chairman was news to him.

"That's very nice of them to say so, but no one has actually said that to me," he said.

GLOBAL NEWS

He said WPP's outside directors have been taking a more active role in the company in general lately, forming a compensation committee and strengthening an existing audit committee.

Mr. Judge said Mr. Ogilvy has always recognized that he would retire at "an appropriate time."

"It's become more of a public issue in the last few weeks, but there are no plans at the moment" for a new chairman, he said.

Meanwhile, WPP's proposed refinancing plan is already running into problems.

There are doubts about whether the company's convertible preference shareholders, who control 80% of the voting rights, will approve the measures even if WPP's banks do.

The banks have proposed converting a big chunk of WPP's debt into shares that will leave the banks owning up to half of the company.

U.K. stockbroker County NatWest Securities issued a circular last week headlined "Do not accept the current terms," referring to the WPP deal.

WPP's "convertible holders have been given the rough end of the stick," said Grant Mackie, assistant director of convertibles research. □

Gary Levin in New York contributed to this story.

Fla. governor mulls ad tax; Iowa governor sours on idea

By Steven W. Colford

Florida appears to be gearing up for another tax fight with the ad industry.

While proposing a massive tax overhaul for this year, Gov. Lawton Chiles last week warned that in 1993 he will propose repealing advertising's exemption from the state's 6% sales tax.

If Democratic Gov. Chiles carries through on his threat, it would be deja vu for the media and advertising industries; in 1986 and '87 they watched the state implement a tax on national and local advertising, only to repeal it six months later after a flurry of criticism and controversy.

The tax cost the state considerable business while it was in effect and ultimately contributed to the electoral defeat of Republican Gov. Bob Martinez and many state legislators who backed the ad tax attempt.

That political fallout remains vivid in the memories of state officials, including the Legislature's leadership. State Senate President Gwen Margolis (D., North Miami Beach) opposes taxing advertising and last week praised Gov. Chiles for not trying this year to repeal the advertising exemption from the state's services tax.

Whatever ad tax proposal the governor might make next year would "probably not" be similar to that adopted under Gov. Martinez, said Julie Anbender, Gov. Chiles' press secretary, who declined to elaborate further on the governor's comments.

As if to underscore the problems that arise when advertising is even partially taxed, Iowa Gov. Terry Branstad last week proposed repealing the state's new 4% tax on consulting services (AA, May 11). Republican Gov. Branstad called the state's Democrat-controlled Legislature back for a special session starting May 13 and gave them a seven-point plan that included repeal of the consulting services tax he originally endorsed.

The American Advertising Federation and American Association of Advertising Agencies are scheduled to testify at a May 21 public hearing against the tax, which the state was applying to some, but not all, services rendered by an agency to its client. □

Arnold Fortuna Lane buys Cabot

$140M shop becomes second-largest in New England

By Gary Levin

Arnold Fortuna Lane last week acquired Cabot Communications, a move that makes the agency New England's second-largest.

Eskandarian

The new Boston agency, to be known as Arnold Fortuna Lane & Cabot, claims combined billings of $140 million. That puts it ahead of Ingalls, Quinn & Johnson and behind only Hill, Holliday, Connors, Cosmopulos in the market.

Major clients for the new agency include Fleet/Norstar Financial Group, a major local bank; several McDonald's Corp. restaurant groups; and New England Telephone & Telegraph Co., a key account inherited with Cabot.

"Clearly, they have a similar philosophy of service," Arnold Chairman-CEO Ed Eskandarian said of the Cabot deal. "Also importantly, they have good clients, led by New England Telephone."

Arnold management will run the merged shop, though Cabot's three partners will join Arnold's executive committee. Terms of the deal weren't disclosed, but the transaction is valued at about $5 million based on industry formulas.

Arnold itself is a product of a series of recent mergers in Boston, where agencies have been hurt badly by the recession.

Mr. Eskandarian acquired a majority stake in Arnold & Co. in January 1990, then bought Emerson Lane Fortuna in February 1991. Last May, the agency bought Cipriani/Kremer Design Group, and last October it acquired the local office of Rapp Collins Marcoa, a direct marketing agency.

With the latest deal, the agency employs 240 staffers, though it expects a few layoffs from the consolidation.

Two small public relations accounts at Cabot, Ground Round Restaurants and Boston Chicken, will be resigned because of conflicts with McDonald's.

Arnold reported 1991 billings of $85 million; that's grown to $100 million in part from the recent win of McDonald's business in Michigan and Baltimore. Cabot last year agreed to merge with Kelley & Wallwork, but the deal fell through before it could be completed.

Both Cabot and Arnold are among seven finalists for the $12 million to $14 million Massachussetts Lottery account, now at Hill Holliday. □

Getting green outdoors

Out-of-home company adds environmental targeting

By Alison Fahey

TDI, a leading out-of-home company, has developed a software system that enables marketers to pinpoint environmentally conscious consumers.

Green Targeting is the first computer-based marketing tool capable of identifying and tracking consumers who are most likely to buy environmentally sound products, TDI said.

"Until now, the primary way to reach the environmentally conscious consumers has been through advertising to the masses via print and broadcast media," said Jodi Yegelwel, TDI's director of marketing. "Through Green Targeting, we are able to identify the exact whereabouts of 'green' consumers."

TDI places advertising on buses and commuter railroads in all major U.S. markets and on outdoor boards and phone kiosks in other cities. With Green Targeting, advertisers can use TDI vehicles to target green marketing efforts to specific areas.

The system also can reduce media costs, TDI said.

Green Targeting is a derivative of M.A.P.P.I.N.G., a marketing technique that uses a database of geographic and buying habit information from the U.S. Census Bureau, Mediamark Research, Simmons Research and various consumer research studies.

The system will be offered to TDI's major advertisers as part of the company's marketing and research services at no extra charge. TDI's advertisers include Procter & Gamble Co., ConAgra, General Foods USA and Colgate-Palmolive Co.

"Procter & Gamble is a good candidate because they are so environmentally conscious," Ms. Yegelwel said. "Package goods as an entire category is a viable one, especially for advertisers that are repackaging and reformulating products to make them more environmentally friendly or for a new product that has the environment in mind."

She said the system will be used in pitches to advertisers but won't be offered separately. □

Media account shifts 1989-91

Of 331 media planning and buying accounts that were reassigned between 1989 and 1991, ad agencies lost less media business to buying services than they gained from services. Ad agencies also claim to have gained more business than they lost to other shops.

	Media planning	Media buying	Billings (millions)
To buying services from agencies	46	51	$198
To agencies from buying services	40	59	$342
From respondent's agency to another	17	21	$176
From another agency to respondent's	46	51	$629
Total	149	182	$1,345

Source: American Association of Advertising Agencies

Four A's survey: Agencies win more media buy business

NEW YORK—Agencies appear to have gained more media buying business from media services than vice versa.

A survey conducted by the American Association of Advertising Agencies last December concludes that from 1989 through 1991, more media planning and buying billings shifted to full-service ad agencies from independent media buying services than from agencies to buying services.

MEDIA WORKS

Findings of the mail survey of 308 agencies are representative of the Four A's membership but may not show the full extent of media assignment shifts during the three-year period.

The survey showed almost $1.4 billion in media assignments changed hands, a far lower figure than publicly reported for the period.

"Whether our numbers are 100% accurate or not, it's clear that there is a flow of business going back and forth between agencies and buying services. And I don't think it's a significant difference one way or another. They're probably gaining as much as we're losing and vice versa," said O. Burtch Drake, exec VP-chief operating officer of the association.

He said the survey gives anecdotal evidence that most media assignments haven't shifted from ad agencies. But it also shows a greater trend toward consolidation of media assignments, he said.

"The really big money has been in media consolidations, where a client like Nestle has taken chunks of money out of six of seven agencies and consolidated it at one. And all of those consolidatons have been at Four A's agencies," he said.

Mr. Drake cited a continued increase in the number of assignments and billings for each year of the survey. In 1989, 20 media accounts worth $90 million moved between ad agencies; in 1990, 26 accounts representing $168 million moved; and in 1991, 51 accounts representing $371 million moved. □

NEWSSTAND

Advertising opportunities in print.

Popular Photography, New York, "Electronic and digital imaging" special ad section, August issue; ad close: May 22. Color page: $25,000.

Weight Watchers Magazine, New York, "Walking your way to health" special editorial section, August issue; ad close: May 22. B&w page: $18,405; color page: $25,730.

Entertainment Weekly, New York, "Totally cool!" special summer double issue, June 26 issue; ad close: May 25. B&w page: $22,910; color page: $29,985.

Healthy Kids: Birth-3, New York, "Safety section" special section, fall issue; ad close: June 2. Color page: $39,300.

Vista, New York, "Olympic overview" special editorial section, July issue; ad close: June 4. B&w page: $23,500; color page: $29,000.

Kitchen & Bath Business and **Decorating Remodeling**, New York, "How to survive a kitchen or bath remodeling" special editorial section, August issue for *Kitchen & Bath Business* and October issue for *Decorating Remodeling*; ad close: June 5. Combined color page: $37,300.

Redbook, New York, "Back to school" special ad section, September issue; ad close: June 5. B&w page: $52,750; color page: $69,755.

People, New York, "Teen idols" special edition, July 27 issue; ad close: June 8. B&w page: $86,085; color page: $110,960.

McCall's, New York, "Back to school" special editorial guide for parents, September issue; ad close: June 15. B&w page: $70,615; color page: $83,315.

TV Guide, New York, "The cutest stars on TV" special editorial section, July 18 issue; ad close: June 16. B&w page: $95,750; color page: $112,700.

Seventeen, New York, "College campus fashion" special ad section, September issue; ad close: June 19. B&w page: $31,270; color page: $45,320. □

MEDIA MIX

News briefs on print, electronic and alternative media.

Fin-syn called obsolete. The U.S. Department of Justice has recommended a repeal of restrictions that bar the Big 3 broadcast networks from competing in the TV syndication marketplace. In a filing with the U.S. District Court in Los Angeles, the Justice Department said competitive conditions have changed since the Financial Interest & Syndication Rules were imposed in the early 1970s. The networks are challenging in court the rules that bar networks from owning or selling network TV programs to TV stations in the rerun marketplace. Major Hollywood studios have lobbied against repealing the rules.

Captive fans. ABC Sports is testing a place-based media service in 650 J.C. Penney Co. department stores, running a 1-hour highlight program of ABC's sports coverage on TV monitors. Advertisers participating in the four-month test include General Motors Corp. and Visa USA.

Fox, MTV plan encore duets. Fox Broadcasting Co. and MTV: Music Television plan several new joint projects, including "The Fox/MTV Guide to Summer," a 1-hour prime-time special produced by MTV and slated to run on Fox June 7. The networks collaborated on "A Concert for Life" telecast of the AIDS benefit concert.

FCC scrutinizes PBS station. The Federal Communications Commission is looking into a possible violation of advertising and host-selling rules by WHYY-TV, Philadelphia. The Children's Advertising Review Unit of the National Advertising Division of the Better Business Bureau said it turned over to the FCC a complaint against WHYY after the Public Broadcasting Service station refused to cooperate. At issue was whether the station, at the end of an episode of "Sesame Street," aired a commercial featuring Sesame Street characters promoting the stage show "Sesame Street Live."

CNN gives "sweeps" new meaning. Cable News Network today launches "CNN Scorecard," a sweepstakes centered on "Sports Tonight," a half-hour show. The promotion, created in-house, will award adventure vacation packages. The effort is part of CNN's promotional drive to boost ratings for regularly scheduled shows (AA, March 16).

ABC plans pay-per-view football. ABC Sports will supplement its regular 1992 college football coverage with regional games available on pay-per-view for about $10 per game. The test will run through the 1992 football season; the network will carry over-the-air commercials on the pay-per-view telecasts. Showtime Event Television is the pay-per-view distributor. □

Joe Mandese coordinates MediaWorks.

Dick Van Dyke!

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Lobby Congress, publishers urged

ANPA girds for battling Baby Bells

By Christy Fisher

NEW YORK—Newspaper publishers got a crash course in lobbying against the Baby Bells at their annual convention here earlier this month.

The American Newspaper Publisher Association convention devoted an unprecedented amount of time to explaining the threat the Baby Bells could pose newspapers' ad revenues.

Workshops focused on how to lobby Congress—one session even featured an open discussion of publishers' reluctance to lobby—and on how newspapers can better compete in information services such as audiotex.

Black

A breakfast meeting was held for 25 publishers from congressional districts of members of the House Judiciary Committee. That panel will be the next legislative battlefront for publishers on the information services issue.

House Judiciary Committee Chairman Jack Brooks (D., Texas) has introduced the Antitrust Reform Act of 1992. The measure would restrict the seven regional phone companies from entering the information services business until the U.S. Department of Justice concluded competition wouldn't be impeded by the Baby Bells' monopoly powers.

"Speaking out on public policy issues on behalf of our industry is still something that makes a lot of publishers uneasy," ANPA President-CEO Cathleen Black told the convention. "The traditional view was it might somehow compromise newspapers' integrity. It doesn't . . . Let me stress, however, that every newspaper—small or large—will be affected for years by the outcome of this fight. I urge those of you who have stayed on the sidelines to join the fray."

W. Dean Singleton, vice chairman of MediaNews Group, which owns *The Houston Post* and *The Denver Post*, supports the cause and has made calls and written letters to members of Congress. He admitted, though, he's somewhat uneasy about lobbying.

"I have a bunch of papers that criticize public officials all the time," he said. "I feel uncomfortable asking for a favor. They might expect a favor in return."

Overall, publishers seem to support the ANPA push.

"I would say 80% to 90% of the publishers agree with the ANPA position" on the Baby Bell fight, said George Arwady, publisher of the *Kalamazoo* (Mich.) *Gazette*. "Most of the remainder think the newspaper industry is outgunned, outspent and is better off cooperating with the telephone companies."

"Not everyone agrees with the lobbying priorities. I, for one, don't," said James Shaffer, president of Guy Gannett Publishing Co., owner of several Maine dailies and a weekly newspaper group in Minnesota. "All the industry executives that have talked to me about the issue have been highly skeptical of the ANPA's chances of success."

Ms. Black said it could be difficult to get a bill through Congress this session.

"Given that it is an election year, there are probably 20 to 25 working days on the calendar. It's possible the Brooks legislation could move," she said. "But, it will probably roll into next year."

But the more time that passes without legal protections for newspaper publishers, the more difficult the challenge, ANPA members said.

"The longer the congressional battle goes on and the more the Bells get into information services, it's going to be very difficult to extricate them . . .," said Mimi Feller, senior VP-public affairs and government relations at Gannett Co. "As an industry, we can't afford to stay on the sidelines; there's too much at stake." □

Xerox ads ride crest of a pair of big events: Olympics and Expo '92

By Alison Fahey

Xerox Corp. will use its participation in two international media events to showcase versatility in the document processing field.

Before June, Xerox will break an Olympic theme commercial focusing on its status as the "official document processing company" of the 1992 Summer Olympics.

A new Xerox spot features anxious Olympians waiting for their results.

The spot will run heavily on NBC's coverage of the Games in Barcelona July 24 through Aug. 9; Xerox is the "exclusive copier sponsor" of the telecast.

The commercial will also run on pan-European media outlets such as CNN International.

Xerox is already running a network TV spot in the U.S., highlighting its sponsorship of Expo '92, a six-month world's fair in Seville, Spain, that began April 20.

Young & Rubicam, New York, is the agency for both campaigns.

"We see the two events as an unprecedented opportunity to demonstrate our extensive document capabilities," said Shelley Diamond, Y&R's senior VP-management supervisor. "This is a way for us to show our total product portfolio. We're going way beyond copiers."

Both commercials are part of Xerox's "document company" campaign that began in October 1990, Ms. Diamond said.

For both the Summer Olympics and Expo '92, Xerox is supplying document processing systems that represent technological advancements.

For the Olympics, Xerox created a system that for the first time allows competition results to be delivered electronically to different locations, such as the press room. Historically, results were hand-delivered by runners.

Some 600 "electronic pigeonholes," or kiosks, situated in and around Barcelona supply the data in four languages.

The commercial, shot in Barcelona, features athletes anxiously awaiting game results.

While Xerox bought exclusivity in the copier category on NBC's Olympics telecast, its spots will mention that Xerox is the official document processing company of the Games.

For Expo '92, Xerox created a system that electronically links the pavilions of 110 countries.

Spending on both the Olympics and Expo campaigns couldn't be determined. Xerox in spring and summer will run print ads in *The Wall Street Journal's* U.S. and European editions supporting the Olympics and Expo '92 sponsorships. □

AD TEST

Ad Test gauges the effectiveness of new commercials.

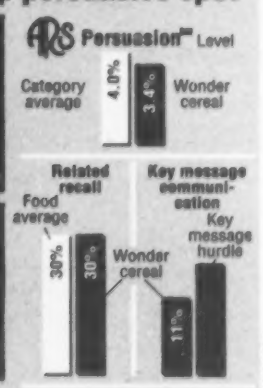
Ralston serves up persuasive spot

Ralston Purina Co. made TV viewers wonder about trying a new cereal.

Ralston's TV spot introducing Wonder cereal is persuasive enough to encourage trial, reported Research Systems Corp.

The Evansville, Ind.-based research company tested the persuasiveness of the spot among 556 buyers of ready-to-eat cereal in Baltimore, Chicago, Seattle and Orlando, Fla.

Themed "These are the Wonder years," the 30-second spot introduced three varieties of cereal in New England test markets. Marshall Jaccoma Mitchell, New York, handles.



Source: Research Systems Corp.

JOHN HALL

Research Systems gauges a commercial's effectiveness by measuring its ARS Persuasion level, related recall and key message communication. ARS Persuasion is the change in brand preference due to a commercial exposure; related recall and key message communication are obtained through traditional recall interviews 72 hours after the ARS session. Respondents' brand preferences are measured before and after exposure to commercials embedded in program material.

The spot earned a 3.4% ARS persuasion level, not a statistically significantly difference from the average 4% level for a new ready-to-eat cereal.

About 30% of respondents recalled seeing the spot, level with the 30% average for food advertising.

But the commercial didn't communicate its primary message as effectively as it should. It focuses on the Wonder brand name to capitalize on Wonder bread's image, but only 11% of respondents retained the key message that the cereal is a new Wonder product, Research Systems found. That's below the 16% retention necessary for a superior persuasive commercial.

"The low-key message communication and persuasiveness of the commercial may be improved with changes in execution," Research Systems said. "While the commercial clearly focuses on the Wonder name and graphics, there is little product focus such as product benefits or the time the actual product, not the package, is on screen . . . Many on-screen characters and background cast distract from the product information."

—Betsy Spethmann

Coupons—at right price—can torpedo brand loyalty

NORTHBROOK, Ill.—Brand loyalty *does* have its price in couponing.

Coupon users need to see an average increase of 42% in the value of a coupon to try a brand they don't usually buy, according to a new survey from coupon processor NCH Promotional Services. That means if a consumer redeems a 50¢ coupon for a frequently used product, it would require at least a 70¢ coupon to entice that consumer to try a different brand.

"This survey is important evidence of coupon users' high expectations and need for greater incentives when buying new or different products," said Jane Perrin, senior VP-marketing for NCH. "It's key information for manufacturers to consider in their marketing plans for new products or for generating trial of current products."

The results also "help quantify the difference between promoting to reward brand-loyal consumers and promoting to gain consumer trial," she said.

In March, a national sample of 1,000 adult coupon users were asked by telephone their expectations of coupon face values for the 12 product categories in which coupons most frequently are distributed. On average, consumers expected a 52¢ face value for brands they usually buy but said they'd expect an average 74¢ value for other brands if they were to be enticed to buy them *(see chart)*. The study's margin of error was about 4%.

For example, consumers said they'd expect a coupon for pet food brands they buy to be valued at 80¢; to try a different brand would take a coupon with an average $1.13 face value.

Among other findings:

- More than 40% said they stockpile groceries to avoid missing coupon expiration dates.
- More than half said they decide which coupons to use before leaving for the store.
- Most said they would buy a national brand rather than a private-label brand if they had a coupon for the national brand. □

Coupon bribery

Consumers expect a coupon's face value to be higher for a product they don't usually buy than for a product they do use.

Product	Coupon's face value: Normally use product	Don't use product
Candy & gum	35¢	48¢
Cookies & crackers	35¢	57¢
Oral hygiene	36¢	51¢
Paper products	37¢	56¢
Cheese	39¢	56¢
Household products	49¢	69¢
Soft drinks	54¢	73¢
Cereal & breakfast foods	57¢	79¢
Haircare products	60¢	87¢
Cough & medications	64¢	88¢
Pet food	80¢	$1.13
Laundry detergent	82¢	$1.13
Average	**52¢**	**74¢**

Source: NCH Promotional Services